

Public Political File Checklist

#1310003

Issue/Advertiser Setzler, NIKKI for Senate Committee

☒ original order from buyer/rep - Date of Original Order 10/3/2016

☒ schedule

☒ rates booked

☒ candidate/issue name

☒ station order

☐ schedule

☐ rates charged

☐ candidate/issue name

☒ List of committee officers

☒ traffic information (spot content)

Communication refers to _____

☒ invoice

☐ final schedule

☐ rates charged

☐ LUR changes documented (if any)

| Revision Dates | | | |
|----------------|-------|-------|-------|
| <u>10/4/16</u> | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

Station Contact information

Tim Weaver

tweaver@wltx.com

803-647-0235 (8:30am – 5:30pm Eastern)

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WLTX-TV Columbia, SC

Date:

10-3-16

I, Sara Anders

being/on behalf of:

Nikki Setzer

, a legally

qualified candidate of the democratic

political

party for the office of: State Senate district 26

in the

general

election to be held on: Nov 8

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| See attached | | | | | |

Total Charges: \$9,210 gross / 7,828.50 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Settles for Senate Committee

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Randy Davis

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10-3-16 Sue Ann
Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

Product: Communications Strategies, Inc.
 Campaign: COMS/2016/SSTV Setzler 2016
 Estimate No.:

Market: COLUMBIA, SC
 Station: WLTX

Station Order #1310063

Buyer Name: Sara Anders
 Sweeps: Share Nov 2015 -> HUT/PUT Nov 15
 Actg. Order No.: 18207

Rev #: 0
 Flight From: 09/26/2016 to 11/13/2016

| Item# | Days/ Times | DP/ Len | Program Title/ Comm Tag | Primary Rate/ Total | Sep 26 | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Total Spots | DMA W35-64 (R) | DMA P18+ (R) |
|-------|---|------------|----------------------------|---------------------------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|----------------|----------------------|---------------------------------|
| ✓ | MTWTF-- 12:00P-12:30P Comment CLASS 4 | 30 | NWS 19-NOON | \$110.00 \$440.00 | | 1 | 1 | | 1 | 1 | | 4 | 7.1 | 5.4 |
| ✓2 | MTWTF-- 06:00A-07:00A Comment CLASS 3 | 30 | NEWS 19 AT 6AM | \$225.00 \$675.00 | | | | | | 2 | 1 | 3 | 6.0 | 3.0 |
| ✓3 | MTWTF-- 06:00P-06:30P Comment CLASS 4 | 30 | NEWS 19 AT 6 | \$200.00 \$1,200.00 | | 2 | 2 | 2 | | | | 6 | 7.3 | 6.0 |
| ✓4 | MTWTF-- 06:00P-06:30P Comment CLASS 3 | 30 | NEWS 19 AT 6 | \$325.00 \$1,625.00 | | | | | 2 | 2 | 1 | 5 | 7.3 | 6.0 |
| ✓5 | MTWTF-- 06:00A-07:00A Comment CLASS 4 | 30 | NEWS 19 AT 6AM | \$120.00 \$720.00 | | 2 | 1 | 2 | 1 | | | 6 | 6.0 | 3.0 |
| ✓6 | MTWTF-- 11:00P-11:35P Comment CLASS 4 | 30 | LATE NEWS | \$200.00 \$800.00 | | 1 | 1 | 1 | 1 | 1 | | 4 | 5.7 | 4.0 - confirmed w/ rep 3 Tim W. |
| ✓ | Su 07:00P-08:00P Comment CLASS 3 | 30 | 60 MINUTES | \$750.00 \$2,250.00 | | 1 | | 1 | | 1 | | 3 | 4.6 | 6.3 |

Date: 10/03/2016

Page 1

Time: 1:59p

Advertiser: MISCELLANEOUS
 Campaign: COMS/2016/SSTV Setzler 2016

Station Order

Station: WLTX

| Item# | Days/ Times | DP/ Len | Program Title/ Comm/Tag | Primary Rate/ Total | Sep 26 | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Total Spots | DMA W35-64 (R) | DMA P 18+ (R) |
|-----------------|----------------------|------------|----------------------------|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|----------------------|---------------------|
| 8 | -T- 08:00P-09:00P | PT 30 | NCIS | \$750.00 | 1 | | | | | 1 | 2 | 10.0 | | 7.9 |
| Comment CLASS 3 | | | | | | | | | | | | | | |

\$9,210.00

| Monthly Totals | | | |
|----------------|-------|----------|------------|
| Month | Spots | GRP/GRIs | Dollars |
| Oct | 23 | 152.0 | \$5,750.00 |
| Nov | 10 | 67.3 | \$3,460.00 |
| | 33 | 219.3 | \$9,210.00 |

10/03/2016

Rigon, Nicolette

From: Weaver, Timothy
Sent: Tuesday, October 04, 2016 9:47 AM
To: Rigon, Nicolette
Subject: FW: Political Rate Request

From: Sara Anders [mailto:sara.anders@chernoffnewman.com]
Sent: Tuesday, October 04, 2016 9:47 AM
To: Weaver, Timothy <tweaver@wltx.com>
Subject: RE: Political Rate Request

Yes, that's fine. Thanks.



CHERNOFF NEWMAN

Sara Anders
MEDIA DIRECTOR

1111 GERVAIS ST, 5TH FL
COLUMBIA, SC 29201
803 233 2429

@SaraWAnders

Sara.Anders@ChernoffNewman.com

From: Weaver, Timothy [mailto:tweaver@wltx.com]
Sent: Tuesday, October 04, 2016 9:45 AM
To: Sara Anders
Cc: Rigon, Nicolette
Subject: RE: Political Rate Request

Hi Sara,

It looks like everything will clear initially except:

wo 10/17 M-F 11-1135p Late News 1x

We can clear this the week of 10/24 in the same time period. Will this work?

Tim

From: Sara Anders [mailto:sara.anders@chernoffnewman.com]
Sent: Monday, October 03, 2016 3:13 PM
To: Weaver, Timothy <tweaver@wltx.com>
Subject: RE: Political Rate Request
Importance: High

CONTRACT



WLTX-TV
 6027 Gamers Ferry Road
 Columbia, SC 29209
 (803)776-3600

www.wltx.com

And:

Communications Strategies
 PO Box 5806
 Columbia, SC 29250

| | | |
|---|--|---------------------------------------|
| <u>Contract / Revision</u> 1310063 / | | <u>Alt Order #</u> |
| <u>Product</u> COMS/2016SSSTV Setzler 2016 | | |
| <u>Contract Dates</u> 09/26/16 - 11/13/16 | <u>Estimate #</u> | |
| <u>Advertiser</u> Setzler for Senate Committee | <u>Original Date / Revision</u> 10/04/16 / 10/04/16 | |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WLTX | <u>Account Executive</u> Keith Smith | <u>Sales Office</u> Columbia Local |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| | | <u>Total Ratings</u> 219.30 |
| <u>Agcy Code</u> | <u>Advertiser Code</u> | <u>Product 1/2</u> |
| <u>Agency Ref</u> 32879AG | <u>Advertiser Ref</u> 107724 | |

Hiatus Dates: 09/26/16-10/02/16

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|-------------------|-------------|---------------|------------|------|-----|------|-------|------------|
| N 1 | WLTX | 09/26/16 | 11/13/16 | M-F 12p News 19 | 12-1230pm | | :30 | | | | NM | 4 | \$440.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | MTWTF-- | 1 | \$110.00 | 7.10 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | MTWTF-- | 1 | \$110.00 | 7.10 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | MTWTF-- | 1 | \$110.00 | 7.10 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | MTWTF-- | 1 | \$110.00 | 7.10 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| N 2 | WLTX | 09/26/16 | 11/13/16 | Local News @ 6a M-F | 6-7a | | :30 | | | | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | MTWTF-- | 2 | \$225.00 | 6.00 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | MTWTF-- | 1 | \$225.00 | 6.00 | | | | | | |
| N 3 | WLTX | 09/26/16 | 11/13/16 | Local News @ 6p M-F | 6-630p | | :30 | | | | NM | 6 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | MTWTF-- | 2 | \$200.00 | 7.30 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | MTWTF-- | 2 | \$200.00 | 7.30 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | MTWTF-- | 2 | \$200.00 | 7.30 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| N 4 | WLTX | 09/26/16 | 11/13/16 | Local News @ 6p M-F | 6-630p | | :30 | | | | NM | 5 | \$1,625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

TEGNA, Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



WLTX-TV
6027 Garners Ferry Road
Columbia, SC 29209
(803)776-3600

www.wltx.com

| | | |
|---|--|--------------------|
| <u>Contract / Revision</u> 1310063 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 09/26/16 - 11/13/16 | <u>Product</u> COMS/20167SSSTV Seiz | <u>Estimate #</u> |
| <u>Advertiser</u> Setzler for Senate Commi | <u>Original Date / Revision</u> 10/04/16 / 10/04/16 | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---|----|-------------------|-----------------|-----------------|-------------------|-------------|---------------|------------|------|-----|------|-------|--------|
| N 5 WLTX 09/26/16 11/13/16 Local News @ 6a M-F 6-7a NM \$720.00 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | MTWTF-- | 2 | \$325.00 | 7.30 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | MTWTF-- | 2 | \$325.00 | 7.30 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | M----- | 1 | \$325.00 | 7.30 | | | | | | |
| N 6 WLTX 09/26/16 11/13/16 Local News @ 11p M-F 11-1135p NM \$800.00 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | MTWTF-- | 1 | \$200.00 | 5.70 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | MTWTF-- | 1 | \$200.00 | 5.70 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | MTWTF-- | 1 | \$200.00 | 5.70 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | MTWTF-- | 1 | \$200.00 | 5.70 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| N 7 WLTX 09/26/16 11/13/16 60 Minutes 7-8p NM \$2,250.00 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -----S | 1 | \$750.00 | 4.60 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | -----S | 1 | \$750.00 | 4.60 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | -----S | 1 | \$750.00 | 4.60 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| N 8 WLTX 09/26/16 11/13/16 Tuesday Prime A 8-9p NM \$1,500.00 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | |
| Week: | | 09/26/16 | 10/02/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/03/16 | 10/09/16 | -T----- | 1 | \$750.00 | 10.00 | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/17/16 | 10/23/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/24/16 | 10/30/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |
| Week: | | 10/31/16 | 11/06/16 | -T----- | 1 | \$750.00 | 10.00 | | | | | | |
| Week: | | 11/07/16 | 11/13/16 | ----- | 0 | \$0.00 | 0.00 | | | | | | |

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WLTIX

WLTIX-TV
6027 Gamers Ferry Road
Columbia, SC 29209
(803)776-3600

www.wltix.com

| | | |
|---|--|--------------------|
| <u>Contract / Revision</u> 1310063 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 09/26/16 - 11/13/16 | <u>Product</u> COMS/2016?SSTV Setz | <u>Estimate #</u> |
| <u>Advertiser</u> Setzler for Senate Commi | <u>Original Date / Revision</u> 10/04/16 / 10/04/16 | |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|-------------------|---------------------|-------------------|
| 09/26/16 - 10/30/16 | 23 | \$5,750.00 | (\$862.50) | \$4,887.50 |
| 10/31/16 - 11/11/16 | 10 | \$3,460.00 | (\$519.00) | \$2,941.00 |
| Totals | 33 | \$9,210.00 | (\$1,381.50) | \$7,828.50 |

Signature: _____ **Date:** _____

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